

Message Text

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ACTION EUR-12

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L-03 NSAE-00 PA-01 SP-02 SS-15 CU-04 NSCE-00
INRE-00 SSO-00 /054 W
-----120545 222115Z /63

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FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC IMMEDIATE 8140
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INFO AMCONSUL LENINGRAD
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E.O. 11652: N/A
TAGS: OGEN, SOPN, OEXC, CSCE, UR, US
SUBJECT: MAJOR "PRAVDA" CRITIQUE OF USIA REORGANIZATION

REF: MOSCOW A-26

1. FEBRUARY 22 EDITION OF PRAVDA PROMINENTLY FEATURES SHARP ATTACK ON REORGANIZATION OF U.S. OVERSEAS INFORMATION AND CULTURAL EXCHANGES PROGRAM (ALSO SUMMARIZED ON TASS ENGLISH-LANGUAGE WIRE), ENTITLED "CHANGING THE LABEL, OR WHAT'S CONCEALED BEHIND THE REORGANIZATION OF U.S. PROPAGANDA ORGANS", ARTICLE (WHICH WE ASSUME ADDRESSEES WILL HAVE IN FULL) TAKES UP SIXTY-THREE COLUMN INCHES IN PAPER'S PAGE FOUR SLOT OFTEN OCCUPIED BY EXAMPLES OF IDEOLOGICAL EDITORIALIZING. AUTHOR IS S. GOLYAKOV, OTHERWISE UNIDENTIFIED BUT PRESUMABLY SERGEY MIKHAYLOVICH GOLYAKOV WHO OCCUPIES POSITION OF EXECUTIVE SECRETARY OF "NOVOYE VREMYA" EDITORIAL BOARD.

2. GOLYAKOV REPEATS THE MAIN ARGUMENTS MADE IN OTHER RECENT PIECES ON USIA REORGANIZATION (REF AIRGRAM),
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SPECIFICALLY THAT RESHUFFLING IS INTENDED TO REGENERATE AND REFOCUS AMERICAN PROPAGANDA EFFORTS DIRECTED AT THE SOCIALIST BLOC, WHICH HAVE LOST ALL CREDIBILITY. IN THIS CONTEXT, HOWEVER, GOLYAKOV ESCALATES THE VERBAL ONSLAUGHT BY CLAIMING THAT USIA, BORN IN THE ERA OF THE COLD WAR, "FELT AND STILL FEELS THAT THE STRUGGLE AGAINST SOCIAL PROGRESS AND AGAINST COMMUNISM IS ITS TOP-PRIORITY

MISSION." IN 1971, WHEN, GOLYAKOV NOTES, DETENTE WAS CAUSING A "DECISIVE BREAK" WITH THE COLD WAR MENTALITY, USIA DELIBERATELY RESTAFFED ITS MOST IMPORTANT POSTS IN THE WESTERN WORLD WITH VETERANS OF ASSIGNMENTS IN THE SOCIALIST COUNTRIES SO AS TO STEP UP ITS "STRUGGLE WITH COMMUNIST IDEOLOGY." "USIA IGNORED THESE CHANGES (BROUGHT ON BY DETENTE)," WRITES GOLYAKOV, AND "ITS STAKE ON 'PSYCHOLOGICAL WAR' AGAINST COMMUNISM HAS REMAINED UNCHANGING IN RECENT YEARS." IN SHORT, USIA IS NOT ABLE OR WILLING TO REORDER ITS PRIORITIES "IN THE SPIRIT OF HELSINKI."

3. HENCE THE REORGANIZATION: "NEW FORMS AND METHODS OF IDEOLOGICAL EXPANSION"; "CAMOUFLAGING THE COMING OPERATIONS OF THE 'PSYCHOLOGICAL WAR'", "CHANGING THE LABEL". ONLY USIA'S NAME WILL CHANGE, DISCARDED AS A COMPROMISED RELIC OF THE COLD WAR; BEHIND A NEW TITLE, AMERICA'S PROPAGANDA MACHINE WILL CONTINUE TO GRIND OUT ITS OLD STOCK IN TRADE - "THEY TELL THE PUBLIC ONE THING BUT HAVE SOMETHING ELSE ENTIRELY IN MIND."

4. WHAT WASHINGTON REALLY WANTS, ACCORDING TO GOLYAKOV, IS TO UNITE ALL FOREIGN PROPAGANDA ACTIVITIES IN ONE "POWERFUL MECHANISM OF 'PSYCHOLOGICAL WAR' AND IDEOLOGICAL DIVERSION, DIRECTED FIRST OF ALL AGAINST THE SOCIALIST WORLD."

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5. GOLYAKOV'S TREATMENT OF VOA IS PARTICULARLY TOUGH, REDUCING THE ALREADY-BLURRED SOVIET DISTINCTION BETWEEN AMERICA'S OFFICIAL RADIO AND RFE AND RL TO ALMOST NOTHING. INDEED, GOLYAKOV DUBS THE LATTER TWO STATIONS AS "MUNICH 'VOICES OF AMERICA'". ATTEMPTS TO GIVE VOA MORE "FREEDOM", CLAIMS GOLYAKOV, ARE MERELY ATTEMPTS TO GIVE IT FREEDOM TO INDULGE IN ANTI-SOVIET SLANDERS A LA RL AND RFE. HE QUOTES THE NEW YORK TIMES: "THE PRESIDENTIAL GUARANTEE OF INDEPENDENCE FOR VOA'S NEWS-GATHERING FUNCTION...IS THE MOST IMPORTANT FEATURE OF THE ESTABLISHMENT OF THE NEW AGENCY." THAT, SAYS GOLYAKOV, IS CLEAR AS A BELL ("YASNEYE YASNOGO"). MAKING NO DIFFERENTIATION AT ALL BETWEEN STATIONS, HE ASSERTS THAT AMERICA'S RADIO VOICES WORK TO DESTROY THE SOCIALIST SYSTEM, INTERFERE IN OTHER NATIONS' INTERNAL AFFAIRS, AND ERODE COMMUNIST IDEOLOGY. IN SHORT, BEHIND THE REORGANIZATION ARE THOSE WHO "LIVE ON HOPES FOR A RETURN TO THE COLD WAR AND DREAM TO FORCE ANEW ON THE WORLD AN AMERICAN IDEOLOGICAL 'DIKTAT'".

6. COMMENT: GOLYAKOV'S MAIN THESIS HAS BEEN MADE BEFORE, INCLUDING IN HIS OWN "NOVOYE VREMYA" LAST MONTH.

BUT HIS EMBELLISHMENT OF THIS THESIS WITH ACCUSATIONS
OF USIA'S UNBENDING COLD WAR ATTITUDE AND VOA'S "ALMOST
RL" STATUS IS CLEARLY A DELIBERATE TURNING UP OF THE
VOLUME IN WHAT IS LOOKING VERY MUCH LIKE A CONCERTED
EFFORT TO "WARMLY" WELCOME THE BIRTH OF THE ICA. ODDLY,
GOLYAKOV DOES NOT REFER TO "ICA"; HE USES A PROSPECTIVE
TITLE WHICH WAS CURRENT LAST FALL - "AGENCY FOR INFORMATION
AND CULTURAL EXCHANGE." SINCE THE USA INSTITUTE'S
AUTHORITATIVE JOURNAL GOT THE NAME RIGHT ALMOST TWO
MONTHS AGO, GOLYAKOV'S PIECE MAY HAVE BEEN CANNED AND PUT
ON THE SHELF SOME TIME AGO FOR USE AT A PRESUMABLY

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APPROPRIATE MOMENT (GOLYAKOV HIMSELF IS ON VACATION AND
NOT DUE BACK UNTIL MARCH 6). WHY THIS MIGHT BE THE
APPROPRIATE MOMENT WE CANNOT GUESS, BUT THE APPEARANCE
OF AN ARTICLE OF THIS TONE AND LENGTH IN THE SOVIET
UNION'S MOST INFLUENTIAL NEWSPAPER CERTAINLY INDICATES
THAT THE HIGHEST LEVELS OF THE POWER STRUCTURE ARE TAKING
A DECIDEDLY SKEPTICAL ATTITUDE TOWARD THE EMERGENCE OF
THE INTERNATIONAL COMMUNICATION AGENCY. MATLOCK

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